



Barbara Mencer
Professional Speaker
Peak Performance Strategist
Business Development Coach

Inspiring Lawyers to Make Rain Out of Mist While Living the Life of Their Dreams!

About Barbara

Barbara Mencer is a dynamic speaker, results-oriented marketing consultant, and business development coach, as well as a Peak Performance Strategist.

Specializing in helping lawyers grow their client base, Barbara helps new attorneys and veterans alike step beyond their comfort zone to create the practice of their dreams. Through her keynote presentations, customized trainings and retreats, as well as individual and group coaching, she connects with people and inspires them.

She's spoken to legal groups of all sizes, all across the country. Bar associations, law schools and private law firms have all been able to reap the benefits of Barbara's unique blend of motivation and practical application.

It's not just the passion and energy Barbara brings to her speaking that wins people over. It's the focus on results. And because she tailors her material to each individual audience, participants leave with concrete ideas they can implement immediately to help them grow their practices and create and live their personal Peak Performance Lifestyles.

Barbara is a certified graduate of Coach University and has a BS in Business Management with an emphasis in marketing. She is certified by the Institute for Integrative Nutrition and SUNY as a Holistic Health Coach and by the American Association of Drugless Practitioners (AADP) as a Holistic Health Practitioner. Barbara has over 25 years of experience working in marketing and business development, which includes serving as strategic director of business development and marketing in professional service firms, in addition to her own consulting, training and coaching business.

Barbara is the author of countless publications on business development, including the booklet, *Business Development: 97 Quick & Easy Tips for Lawyers*, and the comprehensive legal practice building system, *Making Rain Out of Mist*. She's also taught business development for professionals at the University of California, San Diego Extension.

Barbara's Most Requested Topics Include:

Making Rain Out of Mist: 3 Steps to Building the Practice of Your Dreams

With over one million lawyers in the United States – or roughly one attorney for every 300 people – how do you cut through the clutter, outshine the competition and build a practice? This program explores the 3 steps to making rain.

In this program, attendees will:

- ◆ Learn the specific marketing strategies that are guaranteed to produce the greatest results, so they stop wasting time and start generating more clients.
- ◆ Define who their clients are and what type of law they practice, so their marketing will be focused and successful.
- ◆ Learn the key concepts for developing and implementing their personalized marketing system.

The Peak Performance Lifestyle– 3 Secrets to Breaking Through Plateaus and Accelerating Results in Your Business, Health & Life!

Do you have goals or dreams you'd really like to achieve but feel like it takes so much energy to reach them that you're not sure you'll ever get there?

Do you feel dissatisfied with the status quo but don't know how to break through the plateau without sacrificing yourself, your relationships or your career?

Do you want to create and live your personal Peak Performance Lifestyle?

Then, this is the program for you. In this presentation, attendees will:

- ◆ Identify the critical elements that must be in harmony in order to create and live their personal Peak Performance Lifestyle.
- ◆ Learn how to reach their goals without pushing harder.
- ◆ Discover how to breakthrough plateaus and accelerate results.

Whatever your goals – business, career, health, fitness or life – you can reach them while keeping balance and peace of mind throughout the journey.

BUSINESS
BreakThrough
INSTITUTE

To Book Barbara Now >>

858-566-5585

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www.BusinessBreakThroughInstitute.com

Please call for more information on these popular programs:

- Building Relationships that Bring Business
- Are You Making Any of These 5 Fatal Marketing Mistakes?
- Leveraging the Power of Generational Differences

Partial Client List

Association of Legal Administrators
Barney & Barney
Business Growth Solutions:
University Training
Butz Dunn DeSantis & Bingham, APC
Financial Executives Networking Group
Glendale Bar Association
Higgs Fletcher & Mack, LLP
Kirby Noonan Lance & Hoge, LLP
Korean American Bar Association
Lawyers Club of Los Angeles County
Lawyers Club of San Diego
Lee Hecht Harrison
Legal Marketing Association
National Association of Women
Business Owners
Neil, Dymott, Frank, McFall & Trexler, APC
New York State Bar Association
Oregon State Bar
Professional Women's Roundtable
San Diego County Bar Association
San Diego Eye Bank
San Diego Tax & Accounting Institute
Santa Monica Bar Association
Seltzer Caplan McMahon Vitek,
a law corporation
Solomon, Grindle, Silverman &
Spinella, APC
Solomon Ward Seidenwurm & Smith, LLP
Sullivan Hill Lewin Rez & Engel, APC
Thomas Jefferson School of Law
Tredway Lumsdaine & Doyle, LLP
University of California,
San Diego CONNECT
University of California, San Diego Extension
Women's Business Center of California
Woods Fuller Shultz & Smith P.C.

Speaking Testimonials

Barbara spoke at our firm retreat and subsequently conducted a follow-up training program for our attorneys. **The results have been nothing short of fantastic! The renewed energy she evoked at our retreat turned into action under her tutelage.** If you want a motivational speaker who incorporates practical training - turning theory into action - you can't go wrong by hiring Barbara to work with your firm."

— Steven J. Cologne, Esq.
Higgs, Fletcher & Mack

Barbara has the experience to provide training to the most seasoned professional while including the information pivotal to those who are new to marketing their services. **Her facilitation of our retreat gave everyone nuggets of gold for their future business development.**

— Judith Hissong, CLM
Chief Operating Officer
Solomon, Grindle, Silverman & Spinella, APC

Barbara has conducted a number of training programs for our attorneys. She works with me prior to each program to determine if there are any areas within the program on which she should focus more attention. **Because the programs are well thought out and customized for our group, they are always well received.**

Barbara is a very natural speaker who is obviously comfortable in her knowledge of the topics she addresses, making her very enjoyable to listen to. In addition to the group programs, Barbara works individually with attorneys to assist them in further developing their skills.

— Patricia L. Groff, CLM
Firm Administrator, Butz Dunn & DeSantis

Barbara has spoken to our clients on a number of occasions. She always consults with me before the event to shape her presentation to the needs and interests of the group. She actively engaged our clients and created a very positive atmosphere. Her delivery was excellent. **Our group has had many speakers over the years, but she is definitely one of the best.** Our hope is she'll continue to join us to share her helpful insights.

— Fred Dawn
Lee Hecht Harrison

I've heard Barbara speak to audiences of few, and of very many. She provides excellent information tailored to the audience, with content-rich stories and experience. **If you are looking for someone to bring energy and passion in their presentation, Barbara is the right choice!**

— Judy Hissong, President
Association of Legal Administrators
San Diego Chapter

Barbara is available for:

Keynotes, Breakout Sessions, Staff Training & Retreats

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